

IN THE SPECIFICATION

Please amend the paragraph that begins on page 8 at line 1 as follows:

In the depicted example, e-mail server **104** e-mail messages to clients **108-112**. Some of the e-mail messages may include text, graphics, and Universal Resource Locators (URLs), commonly referred to as “links”, embedded in the text and/or graphics. The links contain a link to a redirect server **105** and a set of parameters that identify the content the sender of the e-mail desires for the e-mail recipient to access. When a user “clicks” or otherwise selects the embedded link, the user’s client, such as any one of client’s **108-112** accesses the redirect server **105** and provides the redirect server **105** with the set of parameters that were embedded in the link. The redirect server determines the location of correct and current the web site that the e-mail sender desires the e-mail recipient to access and sends the address of this web site back to the client **108-112**. The client **108-112** then accesses the web site on, for example, web server **106** and retrieves the content from the web site to provide to the user.

Please amend the paragraph that begins on page 15 at line 19 as follows:

The eMarketing mail support group maintains the attribute-link properties file **408** updating the file so that the current location of client web sites **422** are associated with the appropriate link properties within attribute-link properties file **408**. In some embodiments, attribute-link properties file 408 may be a spreadsheet 409. Thus, if for some reason it becomes desirable or necessary to change the URL location for the web site **422** associated with the links sent to a user in an e-mail, the user may nevertheless be able to navigate to the appropriate web site **422** since the e-mail that the consumer **402** received contains not a URL for the web site, but a URL for the redirect server **404** with link properties allowing the redirect server to determine and send the consumer **402** the correct current URL for the web site associated with the selection made by the consumer **402**.

Please amend the paragraph that begins on page 17 at line 3 as follows:

Some benefits of the present invention are that additional e-mail campaigns using embedded links in rich content e-mails can be implemented with minimal effort. New link and segment additions do not require rework of existing e-mail content. Addition of a new segment will change the Links Application instead of change to all e-mail versions, saving effort and cost. The present invention also provides immediate change to all versions of outbound mailers. When a link is changed all future and previously sent e-mails are effectively updated. This means all users are being directed to the most current content. The present invention provides extremely quick turnaround on delivering new high priority incentives, changes, content, etc. to market. The present invention can be used in other outbound campaigns as well as a redirect management tool for static web pages. Parameterized default destination URLs have been added by the present invention to the processing to help avoid users receiving ‘page no not found (404)’ errors.

Please amend the paragraph that begins on page 20 at line 15 as follows:

Although the present invention has been ~~described~~ described primarily in terms of image based template e-mails used for marketing purposes, those skilled in the art will recognize that the invention is not limited to such purposes nor to such e-mail formats, but may be extended to any type of e-mail containing links and used for any purpose for which e-mails are utilized.

Please amend the paragraph that begins on page 20 at line 22 as follows:

It is important to note that while the present invention has been described in the context of a fully functioning data processing system, those of ordinary skill in the art will appreciate that the processes of the present invention are capable of being distributed in the form of a computer readable medium of instructions and a variety of forms and that the present invention applies equally regardless of the particular type of signal bearing media actually used to carry out the distribution. Examples of computer readable media include recordable-type media such as floppy disc, a hard disk drive, a RAM, and CD-ROMs ~~and transmission-type media such as digital and analog communications links.~~